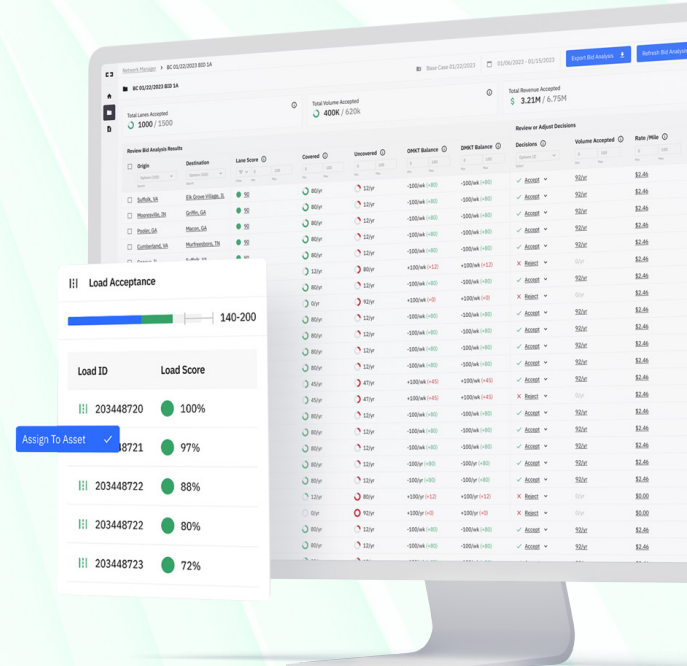# Take Your McLeod TMS Data to the Next Level

Optimal Dynamics helps McLeod customers optimize for profitability and performance.

At Optimal Dynamics, we partner with you to create the future of your truckload operations. Through our unique combination of Artificial Decision Intelligence (ADI) and change management expertise, we remove inefficiencies and transform your business. The two-way integration between McLeod and Optimal Dynamics allows customers to make real-time, optimized decisions around load planning, dispatching and request-for-proposal (RFP) response, leading to vastly improved utilization of assets and higher profitability.

Joint McLeod and Optimal Dynamics customers experience:

→ Increased revenue per truck, loaded miles and moved load count

→ Entire network optimization, not just a single route

→ Newly uncovered revenue opportunities

→ Reduced truck, lane and customer inefficiencies and operating costs

→ Improved service quality for customers and drivers

Optimized Recommendations for Your Most Pressing Business Decisions

One Platform to Drive Improvements in Profitability, Utilization and Cost Reductions

Bid by Optimal Dynamics™

Quickly identify the most valuable lanes and optimal volumes to bid on by overlaying bids onto your network and simulating the impact. Evaluate each bid against your unique network constraints and customer commitments.

Plan by Optimal Dynamics™

Before making a single change in the real world, model your most optimal freight network by simulating the impact of changes to your operations and performance in a high-fidelity, digital twin sandbox environment.

Execute by Optimal Dynamics™

Choose the best freight and assign the optimal driver in real time, eliminating gut-feeling decisions, reducing mistakes and allowing you to adapt when new unknowns are thrown your way.

BCB Transport Case Study

BCB Transport Sees 19.6% Increase in Revenue Per Truck After Embracing Artificial Decision Intelligence

Optimal Dynamics and the BCB team worked together to validate recommendations, understand perceived discrepancies and battle-test the system until it was tuned to operate around unique business goals and rules. The solution led to an increase of more than 19% in revenue per truck per week. In addition, it uncovered the opportunity to reduce tractor count by 16% without impacting revenue, signaling a substantial improvement in operational efficiency.

19.6% ↑
Increase in revenue per truck per week

83% ↓
Reduction in driver turnover

100%
Adoption of Optimal Dynamics recommendations

"After our team built trust in the decisions, our dispatchers are planning 60% more freight in the same amount of time, while even more importantly exceeding our operational efficiency goals."

— Rick Larkin, CIO

Optimal Dynamics is the decision layer of your TMS, allowing you to improve execution today and confidently plan for tomorrow. Connect with us to see the power of decision intelligence in action: www.optimaldynamics.com.

Optimal Dynamics is the Preferred Decision Intelligence Platform for McLeod Customers

A&A EXPRESS   BCB TRANSPORT   GRAND ISLAND EXPRESS   Jordan Carriers, Inc.   RUSSELL TRANSPORT   standard logistics